



**NEW CONTAINER . . .** Expandable van container concept developed by U.S. Steel features a bottom section that telescopes into the top, permitting a variation in van height from 4½ feet (above) when the top is down to 8½ feet when the vat top is fully raised (at left). Because it can be loaded in three different ways, this van will carry a variety of commodities: dry bulk cargo, packaged goods, or heavy, bulky items awkward to handle. Dry bulk cargoes can be funneled into the van through four ports in the top, the packaged goods can be loaded through the doors at the end, or the complete top section can be removed by an overhead crane, the bottom filled with such items as lumber or pipe, and the top replaced and lowered to the right height.

## U.S. Steel Leads Search For New Product Markets

A new market for half a million tons of steel per year will exist by 1970 in the fast growing freight container field, U. S. Steel Corp. believes.

To back this belief and establish a ground floor position for steel as the number one container material, the nation's leading steel maker—whose Torrance Works has been producing steel since 1916—is:

Showing a host of new steel-container design concepts to customers from coast to coast, including big shippers of all types of goods; rail, truck, marine and air freight companies; and prospective fabricators of shipping containers.

Topping off its design concepts with a revolutionary idea for transferring giant containers from trucks to trains—and vice versa—while both are on the move.

"THE CONTAINER movement is a midget about to stretch and inflate itself into a giant. Use of one type alone—the van container—grew more than 100 per cent in 1962 over 1961, and in less than 10 years, the demand is expected to be about 14 times greater than it is today.

The entire movement is also about to get a shot of economic adrenalin from uniform, world-wide standards which will regulate the size of

containers to be used in international trade. And we at U. S. Steel are ready to give the distending midget every boost we can with our products to help it attain its full growth potential."

These comments from Robert C. Myers, director of U. S. Steel's Market Development Division, in Pittsburgh, Pa., acknowledge his company's interest in a field which, if current predictions hold true, could prove to be one of the industry's major new market areas by 1970-75.

**PROOF OF U.S. Steel's** enthusiasm is its comprehensive presentation of design concepts for containers fabricated from an entire family of steels. Created by Robert L. Hardin Jr., manager of Market Development's transportation equipment section, it dramatizes steel's advantages for a variety of containers to carry anything from feathers to farm machinery.

Rather than turning the calendar ahead, the U.S. Steel presentation represents essentially what can be done today in fabricating containers from strong, corrosion-resistant steels readily available. But the company doesn't snub the future altogether; it also proposes an ingenious transfer system for high-density traffic

terminals and way stations where van containers can be switched back and forth between moving trains and trucks.

U.S. Steel undertook its concepts program about two years ago at a time when the container movement was getting up a good head of steam. "The International Organization for Standardization had been established to set world-wide uniform size regulations and many of those with a stake in the movement—the railroads, truckers, the maritime interests, the materials handling specialists—were already realizing the major advantages of containerization." He lists these advantages as (1) reductions in both cargo damage and pilferage, (2) less actual handling of freight, (3) warehousing economies, (4) lower packaging costs and (5) lower shipping rates.

"OUR JOB WAS to conceive designs in line with standards adopted by both the American Standards Association and the ISO," Myers points out, "and to dramatize our confidence that containerization is the only direction in which the nation's freight system can proceed, our kiln fitably move. Moreover, our program had to dramatize why steel is the logical material for building containers.

## Glendale Federal Reaches Out In All Directions for Service

Geared to meet the needs of one of the fastest growing areas in the country, the Torrance office of Glendale Federal Savings reflects this growth, according to Charles Cederlof, assistant vice-president and manager of the office.

Pointing up the residential boom of this community, Cederlof stated that in the first quarter of this year, his office made \$6 million in dwell-

ing loans in the area. "During this same time span last year, the Glendale Federal Savings office made \$4.9 million in residential loans," he said. This is an increase of \$1 million.

Cederlof said his office paid out \$207,000 in dividends to savers in this area during the first quarter of 1964, compared to \$165,000 in the first quarter of last year.

**LIKE TORRANCE,** Cederlof's office (located at Hawthorne and Sepulveda next to Del Amo Shopping Center) reaches out in all directions. Most of its savings customers come from Torrance, Hollywood Riviera, Palos Verdes, and Lomita.

But the big business handled by the office is the making of loans to construct and finance homes and apartments and to process escrows. The

Glendale Federal Savings office opened in July 1961. Since then, some 2,000 loans have been made, amounting to \$43 million, and the office is averaging 100 loans per month, stated Cederlof.

"AND PROSPECTS for the future growth of Torrance look bright, he said. The population is now around 120,000 and should round out to about 150,000 by 1970. This will mean a need for new dwellings, and we will be here to help finance them," he said.

The Torrance office is one of Glendale Federal's 14 offices located in communities surrounding Los Angeles. Cederlof reported that the Association's total assets are now in excess of \$620 million, making it the second largest of over 5,000 mutually held savings and loan firms in the country.

**A BIG DAY . . .** Shown in a photograph (right) taken on Feb. 22, 1913 are a dozen of the city's early businessmen, the city's founder, and the man who was to issue the first edition of The Torrance Herald the next January 1. From the left are Harry Paige; George W. Neill; F. L. Parks; George A. Proctor; Hurum Reeve; Charles Long; Jack Isen (father of present mayor); C. A. Paxman; Burr Peck; B. M. Knutson (first Herald publisher); Vern Zuber, A. H. Bartlett; Jared S. Torrance; and Charles Walker. The group had just been told that Llewellyn Iron Works, now the Torrance Works of U.S. Steel, would be moved to the city.



# The HERALD and the TORRANCE WORKS have come a long way together.

Today, the "Herald" celebrates a half century of progress. Two years from now, the Torrance Works will celebrate its golden anniversary of progress. The phenomenal growth of both—even Torrance itself—was a vision of Jared Sidney Torrance, the inspired founder of the city of Torrance.

Shortly after the turn of the century, he traveled the countryside to persuade industry to settle in Torrance. One of the first industrialists Torrance talked to was Llewellyn Llewellyn. In 1912, he persuaded Llewellyn to purchase a 12-acre tract where today—on a considerably expanded site—stands U. S. Steel's Torrance Works.

It was on October 16, 1916, that the first heat of steel was tapped from one of the original small open-hearth furnaces. Torrance Works became the second major industry to begin operating in the city.

Historically, the U. S. Steel Torrance Works has many milestones to its credit. Actually, the city itself virtually grew up around it.

First big job of the Llewellyn Iron Works—as U. S. Steel's Torrance works was then known—was to produce steel for World War I. Since then, steel for World War II, the Korean conflict, and countless landmarks throughout the West has poured from its furnaces.

And, as in all U. S. Steel operations, the philosophy

"Safety First," the national slogan originated by U. S. Steel, has been energetically promoted at Torrance Works.

Latest in a long line of awards received for safety excellence came this spring. Torrance Works was declared winner (over 761 companies in the greater Los Angeles area) of the Senior Sweepstakes Award in the 15th annual Business and Industry Safety Contest sponsored by the Greater Los Angeles Chapter of the National Safety Council.

Receiving the sweepstakes award climaxed an outstanding record in safety competition. For 10 of the last 11 years, Torrance Works has won first place in the Steel Mill Division. The mill placed second only once.

In 1961 and 1962, Torrance Works placed among the top five companies for the Senior Sweepstakes Award—and won in 1963.

In the National Safety Council (Group C—Steel Mill Division), Torrance Works has won the first-place award three times, second place once, and third place twice.

And down through the years in which the Torrance "Herald" and U. S. Steel have grown up together, the "Herald" has always adhered to the highest standards of newspaper reporting. In 1966, Torrance Works will celebrate its golden anniversary. Today, we salute the "Herald" for its own half century of progress.

